

ORDER



KLAS

Orders Order / Rev: 37600
Alt Order #: 08883412
Product Desc: BERKLEY/SENATE/D
Estimate:
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS
Demographic: A35+
Product Codes: PO1
Priority: LV3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	10	\$3,225.00	\$2,741.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$3,225.00	\$2,741.25	0.00
Totals	10	\$3,225.00	\$2,741.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share	Share	Total
KLAS	30%	\$3,225.00
Market	100%	\$10,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$2,687.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$537.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/22/12	Ellen	CM	3-4p	MTWTF--	:30	5	\$425.00	LV2	0.00	NM	5	\$2,125.00
ELLEN															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/16/12		10/22/12		MTWTF--		5		\$425.00		0.00					
E 2	8	10/20/12	10/20/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 News Now Sat 5-7p															

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Estimate:

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
E 3	8	10/20/12	10/20/12	Politics Now S Sebelius CM		Various	-----S-		:30	1	\$275.00	LV2	0.00	NM		1	\$275.00	
		Week: 10/15/12		10/21/12		-----S-		2	\$225.00	0.00								
POLITICS NOW																		
E 4	8	10/21/12	10/21/12	8 News Now Sun AM #1CM		8 News Now Sun A-----S			:30	1	\$350.00	LV2	0.00	NM		1	\$350.00	
		Week: 10/15/12		10/21/12		-----S-		1	\$275.00	0.00								
E 5	8	10/16/12	10/22/12	8 News Now 4-5a CM		4-5a		MTWTF--		:30	1	\$25.00	LV3	0.00	NM		1	\$25.00
		Week: 10/16/12		10/22/12		-----S-		1	\$25.00	0.00								
NEWS																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>										
Totals																	10	\$3,225.00